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Award

VEAT Notice Intention to award a 12-month extension to an existing public services contract for the provision of Prospective Student Engagement and Conversion Services for the University of Keele

The University of Keele

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-029643

Procurement identifier (OCID): ocds-h6vhtk-049b62

Published 17 September 2024, 11:02am

Section I: Contracting authority/entity

I.1) Name and addresses

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University Science and Innovation Park,

Keele, Staffordshire

ST5 5NB

Contact

Darren Pearce

Email

d.pearce@keele.ac.uk

Telephone

+44 1782734124

Country

United Kingdom

Region code

UKG24 - Staffordshire CC

Companies House

Company number RC000655

Internet address(es)

Main address

<https://www.keele.ac.uk>

Buyer's address

<https://in-tendhost.co.uk/universityofkeele.aspx/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

VEAT Notice Intention to award a 12-month extension to an existing public services contract for the provision of Prospective Student Engagement and Conversion Services for the University of Keele

Reference number

KU/289/LJE/CD/2020

II.1.2) Main CPV code

- 80000000 - Education and training services

II.1.3) Type of contract

Services

II.1.4) Short description

Intention to award a 12-month extension to an existing public services contract for the provision of Prospective Student Engagement and Conversion Services for the University of Keele.

The contract extension will cover the period 1st October 2024 to 30th September 2025.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £429,960

II.2) Description

II.2.2) Additional CPV code(s)

- 79600000 - Recruitment services

II.2.3) Place of performance

NUTS codes

- UKG24 - Staffordshire CC

II.2.4) Description of the procurement

During the 12 month extension period to the existing contract, the University will undertake an advertised competitive tendering process to award a new three-year contract for the provision of Prospective Student Engagement and Conversion Services commencing on 1st October 2025 and running until 30th September 2028.

The Contract Notice for the procurement of the new three-year contract will be published on the Find a Tender Service website no later than February 2025.

The University reserve the option to commercially appraise the benefit of bringing the existing service provision in-house.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- New works/services, constituting a repetition of existing works/services

Explanation:

UniQuest is unique in providing a thoughtful and tailored managed student conversion and engagement service for UK higher education institutions (HEIs) to improve the quality, quantity and diversity of both domestic and International students.

UniQuest is now supporting over 45 universities in the UK, Europe, and North America - consistently delivering YOY results to satisfied partners. UniQuest is best placed to continue to service Keele's prospective students across the student journey as proven in 2023 when Keele achieved the Best Enquiry Experience by utilising the services underpinned by UniQuest. UniQuest performs the services by utilising specialised technology, sector expertise from the people they employ to optimise the best student journey for Keele.

The 12 month extension to the existing contract will be carried out under a change control notice for the purpose of allowing the University to meet the critical need for continuity of service provision and enable time for the University to undertake an advertised competitive tendering process to award a new three-year contract for the provision of Prospective Student Engagement and Conversion Services commencing on 1st October 2025 and running until 30th September 2028.

The Contract Notice for the procurement of the new three-year contract will be published on the Find a Tender Service website no later than February 2025.

The University reserve the option to commercially appraise the benefit of bringing the existing service provision in-house.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

17 September 2024

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

Uni-Quest Limited

77 Sidney Street,

Sheffield, South Yorkshire

S1 4RG

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

Companies House

Company Number 08640061

Internet address

<https://www.uni-quest.co.uk>

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession: £429,960

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, Strand,

London

WCA2 2LL

Country

United Kingdom

Internet address

<https://www.justice.gov.uk>